XING Audience Network

Reach high-value XING users across the open web.

XING lets you address your target group due to **high-quality user data.**

You have **greater reach** online, but targeting is often imprecise.

Bundle the benefits:
Now you can reach out to **XING users** elsewhere on the internet.
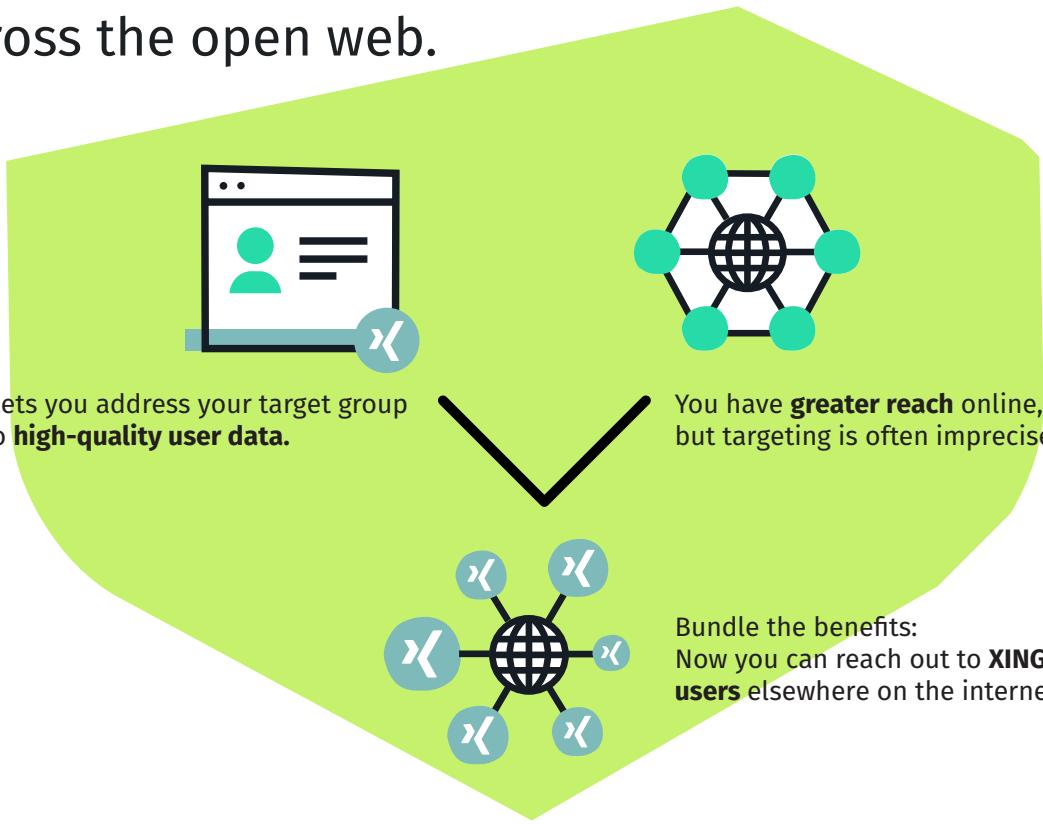
Our product

Good targeting for a specific audience is often a challenge on the internet. With the XING Audience Network, you can address first-rate XING users even when they're not on the platform, giving you both enhanced reach and accurate targeting.

Your advantages at a glance:

Boost your reach
Target your display campaign at XING users outside of the platform and reach more relevant users.

High-quality targeting
Use the high-quality targeting options from XING to target your campaign at the right people.

Brand Safety
Your campaign only appears in high-quality environments.

Enjoy our managed service
Benefit from our consulting and implementation services based on your ideas. We create your campaign with our ad-tech partner Xandr, all you need to do is book it via IO.

XING Marketing Solutions

XING Audience Network

Example campaign workflow

User Base
All (active) XING users

Campaign level
All XING users in Germany with manager or higher in their job title and with identifiable Xandr ID

Campaign briefing targeted at **decision-makers in Germany**

List of Xandr IDs

via cookies

User level
Bidding process for display advertising spaces on premium website outside of XING

bid   bid   bid   bid
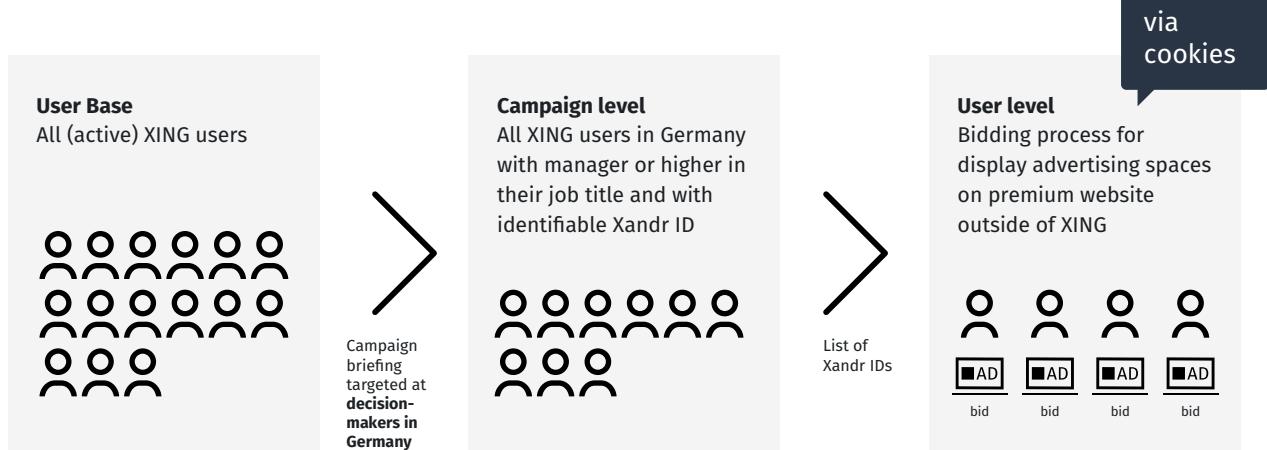
Follow the 3 steps to success:

1. Professional service
We're more than happy to handle the complex set-up of your campaign. Please contact us and let us know your target group and how long you'd like your campaign to last so we can make the necessary arrangements.

2. Define your target group
Narrow down your target audience using the criteria below, e.g. career level, job title, or gender.

3. Design your ad
After choosing a suitable format for your campaign, you receive the technical specifications and can then deliver the advertising material.

Detailed parameters guarantee accurate targeting:

- Discipline
- Career level
- Industry
- Job title
- Company size
- Region
- Age group
- Gender
- Job seeker
- Companies
- Field of study and university

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